

## CLAIMS

What is claimed is:

1 *sub* 1. A method comprising:  
2 *sp* sending transactional information via a broadcast channel from an electronic  
3 commerce system to consumers, the transactional information including a transaction  
4 identifier and relating to a product or service that is for sale by a business;  
5 receiving a transaction request via a network connection at an electronic  
6 commerce system from a consumer in response to the sent transactional information, the  
7 transaction request including a transaction identifier and a consumer identifier;  
8 sending the transaction request and consumer information via a secure channel  
9 from the electronic commerce system to a server system of the business to which the  
10 transactional information relates, the consumer information including credit information  
11 about the consumer and an identification of the consumer.

1 2. The method of Claim 1 wherein sending transactional information comprises  
2 sending the transactional information along with broadcast data for viewing of broadcasts  
3 by the user.

1 3. The method of Claim 2 wherein sending transactional information comprises  
2 sending transactional information that is related to the broadcast viewing data.

1 4. The method of Claim 2 wherein sending the transactional information along  
2 with the broadcast data comprises sending using at least one of cable broadcast, satellite  
3 broadcast, very high frequency (VHF) radio frequency communication of broadcast

4 networks, ultra high frequency (UHF) radio frequency communication of broadcast  
5 networks and a telephone/computer network interface.

1 5. The method of Claim 1 wherein the network connection comprises an insecure  
2 internet connection.

1 6. The method of Claim 1 wherein the secure channel comprises an encrypted  
2 internet connection.

1 7. The method of Claim 1 wherein the secure channel comprises a telephone  
2 connection.

1 8. The method of Claim 1 further comprising verifying the consumer by  
2 comparing the consumer identifier to a list of consumers in a consumers library.

1 9. The method of Claim 8 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 10. The method of Claim 1 further comprising verifying businesses by comparing  
2 the transaction identifier to a list of transaction identifiers in a businesses library.

1 11. The method of Claim 10 further comprising verifying information for use in  
2 the businesses library by at least one of checking the history of the business and checking  
3 whether any complaints have been filed against the business.

1           12. The method of Claim 10 wherein the business library contains at least one of  
2 the name of the business, the physical address of the business, the Internet address of the  
3 business, the phone and fax numbers of the business and products sold by the business.

1           13. The method of Claim 1 wherein sending the transaction request comprises  
2 forwarding the transaction request to a server interface of the electronic commerce system  
3 to be sent to the server system of the business.

1           14. A machine readable medium having stored thereon data representing  
2 sequences of instructions which, when executed by a machine, cause the machine to  
3 perform operations comprising:

4           sending transactional information via a broadcast channel from an electronic  
5 commerce system to consumers, the transactional information including a transaction  
6 identifier and relating to a product or service that is for sale by a business;

7           receiving a transaction request via a network connection at an electronic  
8 commerce system from a consumer in response to the sent transactional information, the  
9 transaction request including a transaction identifier and a consumer identifier;

10          sending the transaction request and consumer information via a secure channel  
11 from the electronic commerce system to a server system of the business to which the  
12 transactional information relates, the consumer information including credit information  
13 about the consumer and an identification of the consumer.

1 15. The medium of Claim 14 wherein the instructions for sending transactional  
2 information comprise instructions for sending the transactional information along with  
3 broadcast data for viewing of broadcasts by the user.

1 16. The medium of Claim 14 wherein the network connection comprises an  
2 insecure internet connection.

1 17. The medium of Claim 14 wherein the secure channel comprises an encrypted  
2 internet connection.

1 18. The medium of Claim 14 wherein the sequences of instructions, when  
2 executed by a machine, cause the machine to perform further operations comprising  
3 verifying the consumer by comparing the consumer identifier to a list of consumers in a  
4 consumers library.

1 19. The medium of Claim 14 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 20. The medium of Claim 14 wherein the sequences of instructions, when  
2 executed by a machine, cause the machine to perform further operations comprising  
3 further comprising verifying businesses by comparing the transaction identifier to a list of  
4 transaction identifiers in a businesses library.

1 21. A method comprising:

2 sending transactional information to consumers;

3 receiving a transaction request from a consumer in response to the sent

4 transactional information;

5 verifying the consumer from which the transaction request has been received

6 against a first library of consumer information;

7 verifying a businesses with respect to which the transaction request has been

8 received against a second library of business information;

9 sending the verified transaction request to a server system of the business with

10 respect to which the transaction request has been received.

1 22. The method of Claim 21 wherein the transactional information comprises

2 information about a product or service that is for sale.

1 23. The method of Claim 21 wherein sending transactional information comprises

2 sending the transactional information along with broadcast data for viewing by the user.

1 24. The method of Claim 23 wherein sending the transactional information along

2 with the broadcast data comprises sending using at least one of cable broadcast, satellite

3 broadcast, very high frequency (VHF) radio frequency communication of broadcast

4 networks, ultra high frequency (UHF) radio frequency communication of broadcast

5 networks and a telephone/computer network interface.

1 25. The method of Claim 21 wherein receiving a transaction request comprise

2 receiving a transaction request over an insecure internet connection.

1           26. The method of Claim 21 wherein receiving a transaction request includes  
2 receiving an identification of the consumer, an identification of a business and an  
3 identification of a product or service sold by the business.

1           27. The method of Claim 21 wherein receiving a transaction request includes  
2 receiving a consumer identifier identifying the consumer from which the transaction  
3 request was received and wherein verifying consumers comprises comparing the  
4 consumer identifier to a list of consumers in the first library.

1           28. The method of Claim 21 wherein receiving a transaction request includes  
2 receiving a transaction identifier identifying the transactional information to which the  
3 transaction request is directed and wherein verifying businesses comprises comparing the  
4 transaction identifier to a list of transaction identifiers in the second library.

1           29. The method of Claim 21 wherein the first library includes credit information  
2 regarding consumers listed in the library and wherein sending the verified transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1           30. The method of Claim 21 further comprising verifying information for use in  
2 the second library by at least one of checking the history of the business and checking  
3 whether any complaints have been filed against the business.

1           31. The method of Claim 21 wherein the second library contains at least one of  
2 the name of the business, the physical address of the business, the Internet address of the  
3 business, the phone and fax numbers of the business and products sold by the business.

1           32. The method of Claim 21 wherein sending the verified transaction request  
2 comprises forwarding transaction requests to a server interface to be sent to a server  
3 system of a business corresponding to the transaction request.

1           33. The method of Claim 21 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using an encrypted internet connection.

1           34. The method of Claim 21 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using a telephone connection.

1           35. A machine readable medium having stored thereon data representing  
2 sequences of instructions which, when executed by a machine, cause the machine to  
3 perform operations comprising:

4           sending transactional information to consumers;

5           receiving a transaction request from a consumer in response to the sent  
6 transactional information;

7           verifying the consumer from which the transaction request has been received  
8 against a first library of consumer information;

9           verifying a businesses with respect to which the transaction request has been  
10 received against a second library of business information;

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11 sending the verified transaction request to a server system of the business with  
12 respect to which the transaction request has been received.

1 36. The medium of Claim 35 wherein the transactional information comprises  
2 information about a product or service that is for sale.

1 37. The medium of Claim 35 wherein sending transactional information  
2 comprises sending the transactional information along with broadcast data for viewing by  
3 the user.

1 38. The medium of Claim 37 wherein sending the transactional information along  
2 with the broadcast data comprises sending using at least one of cable broadcast, satellite  
3 broadcast, very high frequency (VHF) radio frequency communication of broadcast  
4 networks, ultra high frequency (UHF) radio frequency communication of broadcast  
5 networks and a telephone/computer network interface.

1 39. The medium of Claim 35 wherein receiving a transaction request includes  
2 receiving an identification of the consumer, an identification of a business and an  
3 identification of a product or service sold by the business.

1 40. The medium of Claim 35 wherein receiving a transaction request includes  
2 receiving a consumer identifier identifying the consumer from which the transaction  
3 request was received and wherein verifying consumers comprises comparing the  
4 consumer identifier to a list of consumers in the first library.



1 41. The medium of Claim 35 wherein receiving a transaction request includes  
2 receiving a transaction identifier identifying the transactional information to which the  
3 transaction request is directed and wherein verifying businesses comprises comparing the  
4 transaction identifier to a list of transaction identifiers in the second library.

1 42. The medium of Claim 35 wherein the first library includes credit information  
2 regarding consumers listed in the library and wherein sending the verified transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 43. The medium of Claim 35 wherein the second library contains at least one of  
2 the name of the business, the physical address of the business, the Internet address of the  
3 business, the phone and fax numbers of the business and products sold by the business.

1 44. The medium of Claim 35 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using an encrypted internet connection.

1 45. The medium of Claim 35 wherein sending the verified transaction request  
2 comprises sending the verified transaction request using a telephone connection.

1 46. A method comprising  
2 sending transactional information along with broadcast data from an electronic  
3 commerce system to a consumer entertainment system through a broadcast  
4 communications medium, the transactional information including information about a  
5 product or service that is for sale by a business;

6 receiving a transaction request at the electronic commerce system from the  
7 consumer entertainment system identifying the consumer and the transactional  
8 information;

9 forwarding information regarding the consumer together with the identification of  
10 the consumer and the transactional information to a server system corresponding to the  
11 business for the transactional information securely over a second transmission medium.

1 47. The method of Claim 46 wherein the information regarding the consumer  
2 includes credit information regarding the consumer.

1 48. The method of Claim 46 wherein forwarding information securely comprises  
2 forwarding information using an encrypted internet connection.

1 49. The method of Claim 46 wherein forwarding information securely comprises  
2 forwarding information using a telephone connection.

1 50. The method of Claim 46 wherein displaying comprises displaying the  
2 transactional information during the viewing of broadcast data.

1 51. The method of Claim 46 wherein sending transactional information comprises  
2 sending transactional information that is related to the broadcast viewing data.

1 52. The method of Claim 46 wherein the broadcast communications medium  
2 comprises at least one of cable broadcast, satellite broadcast, very high frequency (VHF)  
3 radio frequency communication of broadcast networks, ultra high frequency (UHF) radio

4 frequency communication of broadcast networks and a telephone/computer network  
5 interface.

1 53. The method of Claim 46 wherein receiving a transaction request comprises  
2 receiving the transaction request through an insecure internet connection.

1 54. The method of Claim 46 further comprising verifying the consumer by  
2 comparing the consumer identifier to a list of consumers in a consumers library.

1 55. The method of Claim 54 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1 56. The method of Claim 46 further comprising verifying businesses by  
2 comparing the transaction identifier to a list of transaction identifiers in a businesses  
3 library.

1 57. The method of Claim 46 wherein sending the transaction request comprises  
2 forwarding the transaction request to a server interface of the electronic commerce system  
3 to be sent to the server system of the business.

1 58. A machine readable medium having stored thereon data representing  
2 sequences of instructions which, when executed by a machine, cause the machine to  
3 perform operations comprising:  
4 sending transactional information along with broadcast data from an electronic

5 commerce system to a consumer entertainment system through a broadcast  
6 communications medium, the transactional information including information about a  
7 product or service that is for sale by a business;

8 receiving a transaction request at the electronic commerce system from the  
9 consumer entertainment system identifying the consumer and the transactional  
10 information;

11 forwarding information regarding the consumer together with the identification of  
12 the consumer and the transactional information to a server system corresponding to the  
13 business for the transactional information securely over a second transmission medium.

1 59. The medium of Claim 58 wherein the information regarding the consumer  
2 includes credit information regarding the consumer.

1 60. The medium of Claim 58 wherein forwarding information securely comprises  
2 forwarding information using an encrypted internet connection.

1 61. The medium of Claim 58 wherein sending transactional information  
2 comprises sending transactional information that is related to the broadcast viewing data.

1 62. The medium of Claim 58 wherein the broadcast communications medium  
2 comprises at least one of cable broadcast, satellite broadcast, very high frequency (VHF)  
3 radio frequency communication of broadcast networks, ultra high frequency (UHF) radio  
4 frequency communication of broadcast networks and a telephone/computer network  
5 interface.

1           63. The medium of Claim 58 wherein receiving a transaction request comprises  
2 receiving the transaction request through an insecure internet connection.

1           64. The medium of Claim 58 further comprising verifying the consumer by  
2 comparing the consumer identifier to a list of consumers in a consumers library.

1           65. The medium of Claim 64 wherein the consumers library includes credit  
2 information regarding consumers listed in the library and wherein sending the transaction  
3 request includes sending an identification of the consumer and credit information  
4 regarding the consumer.

1           66. The medium of Claim 58 further comprising verifying businesses by  
2 comparing the transaction identifier to a list of transaction identifiers in a businesses  
3 library.

1           67. The medium of Claim 58 wherein sending the transaction request comprises  
2 forwarding the transaction request to a server interface of the electronic commerce system  
3 to be sent to the server system of the business.

1           68. An electronic commerce system comprising:  
2 an information distributor to send transactional information to consumers;  
3 a first library having information related to consumers;  
4 a second library having information related to businesses;  
5 a client interface to receive transaction requests from consumers for which related  
6 information is stored in the first library, the transaction requests being received in

7 response to the sent transactional information;

8 a server interface to send transaction requests to server systems corresponding to  
9 businesses for which related information is stored in the second library; and

10 a transaction processor to verify consumers from which a transaction request has  
11 been received through the client interface against the first library and to verify businesses  
12 with respect to which a transaction request has been received against the second library  
13 and, after verification, to forward the verified transaction request to the server interface.

1 69. The system of Claim 68 wherein the transactional information comprises  
2 information about a product or service that is for sale.

1 70. The system of Claim 68 wherein the information distributor sends  
2 transactional information along with broadcast data for viewing by the user.

1 71. The system of Claim 68 wherein the information distributor comprises at least  
2 one of a network interface, a telephone interface, a vertical blanking interval encoder, a  
3 cable link encoder and a satellite link encoder

1 72. The system of Claim 68 wherein the consumer information includes at least an  
2 identifier corresponding to each consumer and wherein the transaction request includes  
3 the respective identifier.

1 73. The system of Claim 68 wherein the transaction request includes an  
2 identification of the consumer, an identification of a business and an identification of a  
3 product or service sold by the business.

1 74. The system of Claim 68 wherein the transaction request includes a consumer  
2 identifier identifying the consumer from which the transaction request was received and  
3 the transaction processor verifies consumers by comparing the consumer identifier to a  
4 list of consumers in the first library.

1 75. The system of Claim 68 wherein the client interface receives transaction  
2 requests over an unsecured internet connection.

1 76. The system of Claim 68 further comprising a transaction manager, the  
2 transaction manager comprising the client interface, the server interface, the transaction  
3 processor and a storage medium interface to couple the transaction processor to the  
4 storage medium.

1 77. The system of Claim 68 further comprising a storage medium, wherein the  
2 storage medium comprises the first and second libraries.

1 78. The system of Claim 68 wherein the first library includes credit information  
2 regarding consumers listed in the library and wherein the verified transaction request  
3 includes an identification of the consumer and credit information regarding the consumer.

1 79. The system of Claim 68 wherein the transaction request includes a transaction  
2 identifier identifying the transactional information to which the transaction request is  
3 directed and wherein the transaction processor verifies businesses by comparing the  
4 transaction identifier to a list of transaction identifiers in the second library.

